

# United Way



## United Way of Cayuga County



# Live Give Local.

75% of campaign funds go to human service programs in Cayuga County

17 E. Genesee St., Suite 302  
Auburn, New York 13021

315.253.9741

[unitedwayofcayugacounty.org](http://unitedwayofcayugacounty.org)

- Because the United Way relies on volunteers, **operating costs stay low** so more money can be spent on needed services.
- In 2017, the United Way withheld approximately 25% of the total campaign to help fund its operations (includes staff, office lease, mailings, office supplies, campaign marketing materials, branding, designation fees, etc.).
- Fundraising and administrative costs are much lower than if each organization, supported by the United Way, were to raise the money completely on its own.

**In 2017, more than 45,000 of your neighbors and friends in Cayuga County received help through a United Way funded program.**

## History of the United Way of Cayuga County

The Auburn and Cayuga Community Chest originated in 1922 to solicit and disburse monies for charitable and community purposes.

It was succeeded by the United Fund of Cayuga County (1956), whose purpose was to continue the improvement and development of health, character, and well-being of the residents of this county.

In 1979, the name was officially changed to United Way to promote identification with National United Way movement.

**Annually, programs funded by the United Way serve 59% of Cayuga County residents.**

### Your United Way of Cayuga County

- **Volunteers** who care about our community donate their time, resources, and special talents to help people in Cayuga County help themselves.
- Your United Way currently funds **more than 30 programs and services** from 23 Cayuga County nonprofits.
- In 2017, ABC Cayuga joined the list of funded partners.
- Other United Way programs include free income tax preparation, 2-1-1 Life Line, FamilyWize (prescription discount program).

### Governance of the United Way of Cayuga County

- Your United Way is governed by a **volunteer Board of Directors** made up of members from all segments of the community.
- Volunteer committees plan and implement the campaign and then evaluate community needs in order to allocate funds in a fair and efficient manner.
- The "citizen review" processes allows volunteers to address current community needs and plan for meeting emerging needs.

### Workplace Giving Made Easy

- Workplace campaigns minimize fundraising costs and volunteer time devoted to fundraising.
- Many businesses provide employees with the option of making payroll deduction contributions through the United Way on behalf of these organizations.